YEAR IN REVIEW
2016-2017
The Office of Graduate Studies (Graduate Studies) continues to offer high quality programs and services to all prospective and current UNO graduate students. The 2016-17 academic year provided growth for both UNO and Graduate Studies. Graduate Studies offers more than 70 graduate programs at the master’s, doctorate, and certificate levels, and continues to add more opportunities for students as the university grows.

OUR GOALS

IMAGE AND AWARENESS
Increase opinion leaders and potential target audiences’ awareness and knowledge of the quality and scope of graduate education at UNO.

ADMISSIONS, ENROLLMENT, AND RETENTION SUPPORT
Provide and enhance high quality support for potential and current students and the faculty/staff of each graduate program.

GRADUATE STUDENT SERVICES
Provide and enhance graduate student support services.

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Graduate Studies continues to use a mix of digital and print media, events, and promotions to increase reach to prospective students and the community. The marketing and promotional materials raise awareness and promote a positive image of UNO, Graduate Studies, and the programs available to students. Our efforts this year included:

- Promotion of Graduate Studies through presence in common campus locations and departments across campus
- Collaboration with graduate programs in promotion of events
- Coordination of Facebook ads to promote graduate program and general Graduate Studies events
- Updates to annual print materials (Campus Resource Guide, Year in Review, Viewbook, and more)
- Distribution of promotional materials including branded pens, notepads, phone chargers, and bags as giveaways for events and sponsorships

**IMAGE AND AWARENESS**

**MARKETING AND PROMOTION**

Graduate Studies sponsored and attended various local, national, and international events.

**SPONSORED EVENTS**

- Omaha Chamber of Commerce Young Professionals Summit 1,535 Attended
- Kaneko Information Exchange Over 2,000 Attended
- Institute for Career Advancement Needs Leadership Conference Over 2,500 Attended

**CHINA SCHOLARSHIP COUNCIL**

UNO Graduate Studies, in collaboration with UNMC, attended graduate recruitment fairs in Beijing, Zhengzhou, and Chengdu China as part of the China Scholarship Council.

Website visits and prospective student data are below.

- 2,800 visits from September 2016 to May 2017
- 5 Request for Information forms completed
- 25 Salesforce leads
- 15 applications submitted
- 9 students admitted

**RECRUITMENT EVENTS**

**FALL 2016 RECRUITMENT EVENTS**

- Council Bluffs Community Education Foundation Back to School Celebration
- First National Bank Higher Education Fair
- Union Pacific Ties Presentation
- TD Ameritrade Professional Development Expo
- Union Pacific Career Tracks Event
- UNK Fall Career & Graduate School Fair
- Wayne State Fall Career Fair
- UNL Business and Liberal Arts Career Fair
- UNL STEM Career Fair
- Woodmen Life Expo
- UNO Events and Conferences:
  - UNO Aksarben Farmers Market
  - UNO ACDC Degree Discovery Day
  - UNO ACDC Fall Career Fair
  - UNO Study Abroad Fair
  - YSEALI Student Presentation
  - UNO Graduation Fair
  - UNO Graduate Program Events and Open Houses (MBA, SPA, MSW)
  - Engagement Scholarship Consortium Conference
  - UNO Vietnam War Symposium

**SPRING 2017 RECRUITMENT EVENTS**

- Milo Bail Student Center Graduate Studies Tables
- Graduate Studies Tables in Arts & Sciences Hall, Peter Kiewit Institute, and Mammel Hall

Program Events:

- College of Business Administration Open House
- School of Public Administration Open House
- Masters of Business Administration Advising Sessions
- UNO Academic & Career Development Center Spring Career Fair
- Wayne State Spring Career Fair
- UNK Career Fair
- UNL Business & Liberal Arts Fair
- UNL STEM Career Fair
- Kaneko Open House event
- Graduation Expo in Milo Bail Student Center
- Securities America Wellness Expo
2016-17 RECRUITMENT OVERVIEW

Graduate Studies continues to refine and enhance communications to integrate more prospective students into the recruitment database. All prospective students are targeted through strategic communication campaigns, which includes recruiting prospective students who attend an event, start an application, complete an information card, or submit the Request for Information (RFI) form on the website.

Starting fall 2016, Graduate Studies began the process of transitioning from Talisma to Salesforce as the primary Customer Relationship Management (CRM) system. Salesforce provides improved communication with students, extends the communication cycle, and enables the ability to communicate with students from the admit to enrollment phase of the admissions cycle.

The three graphs to the right provide an insight on the implementation timeline, data processed, opportunity count, campaigns, and recruitment pipeline that Graduate Studies worked with during the academic year in the CRM system. This data reflects numbers from the CRM system in May 2017.

GRADUATE STUDIES SALESFORCE NEW LEAD CAMPAIGNS

• 4,912 UNO juniors and seniors imported into recruitment database
• College and career fairs
• Merged international graduate prospects and applicants with Graduate Studies
• Implemented and expanded new campaigns and mailers in collaboration with University Communications
• Created and implemented campaigns for Open Houses in collaboration with University Communications
  - Master of Public Administration (MPA)
  - Master of Business Administration (MBA)
  - College of Business Administration (CBA)

OTHER RECRUITMENT COMMUNICATION CAMPAIGNS

• Ad Hoc Campaigns (Academic Program Open Houses)
• Email Blasts (New policy change, deadline reminders, events)
• Mailed Pieces (Admission packets and enrollment postcards to admitted students)

SYSTEMS AND BUSINESS PROCESSES

SIGNIFICANT ACCOMPLISHMENTS AND INTEGRATIONS

Through the 2016-17 academic year, Graduate Studies had many accomplishments and integrations that involved various systems and business processes including: PeopleSoft, ImageNow, DegreeWorks, Graduate Application, and the Customer Relationship Management (CRM) system.

Graduate Studies began implementation of Courseleaf, the replacement to Course Content Management System (CCMS), in fall 2017. The goal through this implementation is to have the ability to more efficiently manage the UNO Course Catalog and be able to continue developing, enhancing, and promoting an outstanding graduate education. Graduate Studies plans to have the Courseleaf system and a business process fully implemented for the next academic year.

[Graphs and data tables]
GRADUATE ENROLLMENT FACTS

GRADUATE ADMISSION FACTS

FROM FALL 2012 TO FALL 2016:
• The number of applications increased 26%, from 1,739 to 2,186
• The number of admitted applicants increased 37%, from 908 to 1,247
• The number of new enrolled students increased 22%, from 705 to 862

Source: Office of Graduate Studies

ETHNIC MINORITY GRADUATE ENROLLMENT**
• In fall 2012, the number of ethnic minority graduate students was 263, representing 10% of the total graduate enrollment
• In fall 2016, the number of ethnic minority graduate students increased to 400 students, representing 13% of the total graduate enrollment

INTERNATIONAL ENROLLMENT
• In fall 2012, the number of international graduate students was 280, representing 11% of the total graduate enrollment
• In fall 2016, the number of international graduate students increased to 438 students, representing 14% of the total graduate enrollment

Source: Office of Institutional Effectiveness

FALL 2016 ENROLLMENT BY DELIVERY METHOD

ONLINE: all courses are taken online - either completely or partially online.
HYBRID: a combination of online and traditional courses.
TRADITIONAL: all courses are taken in a classroom.

<table>
<thead>
<tr>
<th>Delivery Method</th>
<th>Online</th>
<th>Hybrid</th>
<th>Traditional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headcount</td>
<td>630</td>
<td>633</td>
<td>1,828</td>
</tr>
<tr>
<td>Credit Hours</td>
<td>2,864</td>
<td>2,056</td>
<td>13,562</td>
</tr>
</tbody>
</table>

Source: Office of Institutional Effectiveness

** Ethnic minority includes African American, Asian, American Indian, Hispanic of Any Race, Native Hawaii or Pacific Islander, and two or more races

ADMISSIONS, ENROLLMENT, AND RETENTION SUPPORT

GRADUATE ENROLLMENT FACTS*

GRADUATE ENROLLMENT 2016-17

Graduate students are comprised of master’s degree students, doctoral students, and non-degree, inter-campus, or certificate students. Below is the breakdown of graduate students.

<table>
<thead>
<tr>
<th>Master’s Degree Students</th>
<th>Doctoral Students</th>
<th>Non-Degree, Inter-Campus or Certificate Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>81%</td>
<td>6%</td>
<td>13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2016</th>
<th>2015</th>
<th>1 YR % CHANGE</th>
<th>2014</th>
<th>2 YR % CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>Headcount</td>
<td>3,091</td>
<td>3,038</td>
<td>1.7%</td>
</tr>
<tr>
<td></td>
<td>Credit Hours</td>
<td>18,482</td>
<td>17,897</td>
<td>3.3%</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>2,903</td>
<td>2,882</td>
<td>0.7%</td>
</tr>
<tr>
<td></td>
<td>Headcount</td>
<td>16,343</td>
<td>16,683</td>
<td>-2.0%</td>
</tr>
<tr>
<td></td>
<td>Credit Hours</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Office of Institutional Effectiveness

*All the enrollment reports refer to administrative site data
GRADUATE STUDENT SERVICES

NEW GRADUATE STUDENT WELCOME - EVALUATION SUMMARY

On August 17, 2016, Graduate Studies hosted the New Graduate Student Welcome event. The event drew 148 new graduate students who completed a preregistration form and 23 who registered upon arrival, for a total of 171.

Below you will find a summary of the 55 evaluation responses received from those in attendance:

- **This event helped me make connections to UNO as an institution**: 81.8% STRONGLY AGREE OR AGREE
- **This orientation helped me make connections to other new graduate students**: 69.1% STRONGLY AGREE OR AGREE
- **I feel better acquainted with my role as a UNO grad student as a result of attending this orientation**: 74.5% STRONGLY AGREE OR AGREE
- **Presentations were interesting and informative**: 76.4% STRONGLY AGREE OR AGREE
- **I feel better acquainted with my role at UNO as a result of attending this orientation**: 65.5% STRONGLY AGREE OR AGREE

NEW GRADUATE ASSISTANT ORIENTATION - EVALUATION SUMMARY

On August 15, 2016, Graduate Studies hosted New Graduate Assistant Orientation. The event drew 98 graduate assistants who completed a preregistration form and 40 who registered upon arrival, for a total of 138.

Below you will find a summary of the 28 evaluation responses received from those in attendance:

- **This orientation helped me make connections to UNO as an institution**: 48.2% STRONGLY AGREE OR AGREE
- **This orientation helped me make connections to other GA’s**: 50% STRONGLY AGREE OR AGREE
- **Overall, I found this orientation valuable and relevant**: 57.2% STRONGLY AGREE OR AGREE
- **Presentations were interesting and informative**: 75% STRONGLY AGREE OR AGREE
- **I feel better acquainted with my role at UNO as a result of attending this orientation**: 50% STRONGLY AGREE OR AGREE

COHORT REGISTRATION AND SUPPORT

Graduate Studies provides support to departments in cohort admission and enrollment. During the 2016-17 academic year, Graduate Studies assisted with 115 cohort applicants.

- **Fall 2016**: 8 applicants
- **Spring 2017**: 46 applicants
- **Summer 2017**: 61 applicants

UNO WRITING CENTER

Graduate students have the opportunity to work with UNO Writing Center graduate consultants throughout the year. Appointments and consultations are available to all students.

Summer 2016 - Spring 2017 statistics:
- 1,085 appointments
- 864 hours of writing assistance
- 331 graduate students visited
- 287 new graduate student accounts created
- 48% of graduate students made more than one appointment
- 45% of graduate students who made appointments had English as a second language

COMMENCEMENT

During the 2016-17 academic year, 844 UNO students were awarded graduate degrees and certificates.

- **Number of Graduates and Those Participated by Walking in Commencement**
  - **Fall 2016**: 311 Graduates, 212 Participants
  - **Spring 2017**: 533 Graduates, 334 Participants

BREAK DOWN OF DEGREE TYPES AWARDED FOR ACADEMIC YEAR

- **Fall 2016**:
  - 12 Doctoral
  - 248 Master
  - 51 Certificate

- **Spring 2017**:
  - 16 Doctoral
  - 444 Master
  - 73 Certificate
SLOs for master’s level graduate programs were synthesized from existing graduate student learning outcomes, and represent commonalities in most programs.

Students shall demonstrate the following at the graduate level:

• Mastery of discipline content
• Proficiency in analyzing, evaluating, and synthesizing information
• Effective oral and written communication
• Ability to demonstrate knowledge of discipline’s ethics and standards

<table>
<thead>
<tr>
<th>DEGREE PROGRAMS ON REPORTING CYCLE- ALL COLLEGES:</th>
<th>2013-14</th>
<th>2014-15</th>
<th>2015-16</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Stage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Established</td>
<td>14</td>
<td>9</td>
<td>5</td>
<td>53</td>
</tr>
<tr>
<td>Emergent</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>In Need of Attention</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>14</td>
</tr>
</tbody>
</table>

NEW AND REVISED COURSES
• Introduced 98 new graduate courses
• Revised 27 graduate courses

NEW GRADUATE DEGREE PROGRAMS
• Ph.D. in Gerontology
• MS in Computer Science Education

NEW GRADUATE CERTIFICATE PROGRAMS
• Computer Science Education
• Biomedical Science

NAME CHANGES
• Political Science: American Government Certificate to Government (in progress)
• Cybersecurity Concentration to Cyber Operations
• Information Assurance MS to Cybersecurity
• MBA Concentration E-business to Business Technology
• Counseling Concentration K-12 to P-12

NEW GRADUATE CONCENTRATIONS
• Accounting
  - Generalist
  - Financial Reporting and Auditing
  - Strategic Management Accounting
  - Information Analysis
• Economics
  - Trade and Global Value Chains
  - Growth and Innovation Economics
  - Econometrics and Data Analytics
• Special Education
  - Applied Behavior Analysis
• Inclusion and Collaboration
• MBA
  - Business Analytics
NEW 2017-18 INITIATIVES

IMAGE AND AWARENESS
• Continue to collaborate on recruitment and marketing efforts with programs to increase enrollment and exposure to targeted audiences
• Refine recruitment plans and strategies with colleges and deans
• Continue to establish a unifying image for UNO and Graduate Studies in communication and recruitment efforts for international students
• Continue to enhance and develop strong branding and engagement activities to reach current and potential target audiences

ADMISSIONS, ENROLLMENT, & RETENTION SUPPORT
• Integrate campuswide course management system to facilitate course changes and development
• Enhance CourseLeaf catalog management program to manage approval process for graduate program enhancements and new degrees
• Expand the admissions funnel of admitted to enrolled in Salesforce
• Enhance and track all interactions with prospective students
• Distribute applicant and admissions reporting from Salesforce to graduate programs
• Refine and expedite the processing of international admissions through third-party evaluations (WES or ECE)
• Focus on “new student” admission growth and re-enrollment of current students
• Expand external communications of the admission process to enhance student experience
• Ongoing collaboration and support of program cohort registrations and student services

GRADUATE STUDENT SERVICES
• Enhance graduate student workshop offerings and student services to all stages of the student life cycle
• Expand services to support graduate student academic progress